

What is claimed is:

1. A method comprising:

entering information in a computer system with respect to performance measures indicative of an organization's level of reporting about itself; and

causing the computer system to generate an assessment of the organization's level of reporting based on the received information.

2. The method of claim 1 including causing the computer system to generate an assessment of the organization's level of reporting about itself compared to pre-selected criteria.

3. The method of claim 2 including causing the computer system to generate an assessment of the organization's level of reporting about itself compared to a pre-selected industry.

4. The method of claim 2 including causing the computer system to generate an assessment of the organization's level of reporting about itself compared to a pre-selected peer group.

5. The method of claim 1 including causing the computer system to generate an assessment of the organization's level of reporting about itself compared to recommended practices.

6. The method of claim 1 including:

causing the computer system to provide one or more questionnaires listing the performance measures;

entering information indicative of the organization's level of reporting on the questionnaires; and

causing the computer system to generate the assessment based on the information entered on the questionnaires

7. The method of claim 6 including causing the computer system to provide multiple questionnaires each of which corresponds to a different source of communications by the organization.

8. The method of claim 7 including causing the computer system to generate a separate assessment of the organization's level of reporting for each questionnaire.

9. The method of claim 1 including causing the computer system to generate an assessment that includes scores for subsets of the performance measures.

10. The method of claim 1 wherein points are awarded separately for quantitative and qualitative information that reflects the organization's level of reporting with respect to the performance measures.

11. The method of claim 10 wherein different numbers of points are awarded for different types of quantitative information.

12. The method of claim 10 wherein a number of points for a particular performance measure are awarded based on whether information that corresponds to the particular performance measure that was reported by the organization relates to a past, present or future time period.

13. The method of claim 1 including causing the computer system to generate an exception report based on the information entered on the questionnaires.

5 14. The method of claim 1 including causing the computer system to display a summary of the assessment.

15. The method of claim 14 wherein the summary includes a radar diagram.

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16. The method of claim 12 wherein the summary includes a chart with benchmarking information.

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17. The method of claim 1 wherein the assessment includes an overall rating of the organization's level of reporting about itself.

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18. A method comprising:
examining publicly available sources of an organization's external communications;
entering information on a questionnaire with respect to performance measures based on the examined sources to provide an indication of the organization's level of external reporting about itself; and

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receiving from a computer system an assessment of the organization's level of external reporting about itself based on the information entered on the questionnaire.

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19. The method of claim 18 including receiving from the computer system a quantitative assessment of the organization's level of external reporting about itself.

20. The method of claim 18 including receiving from the computer system an assessment of the organization's level of external reporting about itself compared to pre-selected criteria.

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21. The method of claim 20 including receiving from the computer system an assessment of the organization's level of external reporting about itself compared to a pre-selected peer group.

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22. The method of claim 18 including receiving from the computer system as assessment of the organization's level of external reporting about itself compared to recommended practices.

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23. The method of claim 18 including receiving from the computer system an assessment of the organization's level of external reporting about itself for each performance measure.

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24. The method of claim 18 including entering information on the questionnaire about performance measures that represent types of information that may be used by stakeholders to gain an understanding of the organization's performance.

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25. The method of claim 18 including entering information on the questionnaire to reflect separately the organization's level of external reporting of quantitative and qualitative information with respect to the performance measures.

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26. The method of claim 18 wherein the assessment includes an overall rating of the organization's level of reporting about itself.

27. An apparatus comprising:

a database to store templates for one or more
questionnaires for use in connection with scoring performance
5 measures based on an organization's level of reporting about
itself; and

a processor coupled to the database; and
memory storing instructions that, when applied to the
processor, cause the processor to:

10 provide a questionnaire based on the templates; and
generate an assessment of the particular
organization's level of reporting about itself based on
information entered on the questionnaire by a user.

15 28. The apparatus of claim 27 wherein the memory includes
instructions that, when applied to the processor, cause the
processor to generate an assessment of the organization's
level of reporting about itself compared to pre-selected
criteria.

20 29. The apparatus of claim 27 wherein the memory includes
instructions that, when applied to the processor, cause the
processor to generate an assessment of the organization's
level of reporting about itself compared to a pre-selected
25 peer group.

30. The apparatus of claim 27 wherein the memory includes
instructions that, when applied to the processor, cause the
processor to generate an assessment of the organization's
30 level of reporting about itself compared to recommended
practices.

31. The apparatus of claim 27 wherein the memory includes instructions that, when applied to the processor, cause the processor to generate an assessment of the organization's level of reporting about itself compared to criteria selected by a user.

32. The apparatus of claim 27 wherein the memory includes instructions that, when applied to the processor, cause the processor to generate a quantitative assessment of the organization's level of reporting about itself.

33. The apparatus of claim 27 wherein the memory includes instructions that, when applied to the processor, cause the processor to award predetermined numbers of points for information about performance measures reported by the organization and to generate the assessment based on the number of points awarded.

34. The apparatus of claim 33 wherein the memory includes instructions that, when applied to the processor, cause the processor to award a predetermined number of points for a particular performance measure based on whether information that corresponds to the particular performance measure that was reported by the organization includes quantitative or qualitative information.

35. The apparatus of claim 33 wherein the memory includes instructions that, when applied to the processor, cause the processor to award a number of points for a particular performance measure based on whether information that corresponds to the particular performance measure that was

reported by the organization relates to a past, present or future time period.

36. The apparatus of claim 27 wherein the memory includes instructions that, when applied to the processor, cause the processor to generate an exception report based on information entered on the questionnaire.

37. The apparatus of claim 27 wherein the memory includes instructions that, when applied to the processor, cause the processor to generate a summary of the assessment, the summary including a radar diagram indicative of the organization's level of reporting.

38. The apparatus of claim 27 wherein the memory includes instructions that, when applied to the processor, cause the processor to generate an overall rating of the organization's level of reporting about itself.

39. An article including a computer-readable medium storing computer-executable instructions that, when applied to a computer system, cause the computer system to:

award predetermined numbers of points for performance measures based on answers to a questionnaire reflecting an organization's level of reporting about itself; and

generate an assessment of the organization's level of reporting about itself based on the awarded points.

40. The article of claim 39 including instructions for causing the computer system to generate an assessment of the organization's level of reporting about itself compared to pre-selected criteria.

41. The article of claim 39 including instructions for causing the computer system to generate an assessment of the organization's level of reporting about itself compared to a pre-selected peer group.

42. The article of claim 39 including instructions for causing the computer system to generate an assessment of the organization's level of reporting about itself compared to recommended practices.

43. The article of claim 39 including instructions for causing the computer system to provide multiple questionnaires each of which corresponds to different sources of information communicated by the organization.

44. The article of claim 43 including instructions for causing the computer system to generate a separate assessment of the organization's level of reporting for each questionnaire.

45. The article of claim 39 including instructions for causing the computer system to calculate scores based on points awarded to subsets of the performance measures.

46. The article of claim 39 including instructions for causing the computer system to award points separately for quantitative and qualitative information that reflects the organization's level of external with respect to the performance measures.

47. The article of claim 46 including instructions for causing the computer system to award different number of points for different types of quantitative information.

5 48. The article of claim 39 including instructions for causing the computer system to award a number of points for a particular performance measure based on whether information that corresponds to the particular performance measure that was reported externally by the organization relates to a past,
10 present or future time period.

49. The article of claim 39 including instructions for causing the computer system to generate an exception report based on answers to the questionnaire.

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50. The article of claim 39 including instructions for causing the computer system to generate an overall rating of the organization's level of reporting about itself.